

CTE BRAND LOGO USE POLICY/GUIDANCE

BACKGROUND:

The CTE brand logo (shown above) is a registered trademark of the National State Directors of Career and Technical Education Consortium (NASDCTEc). Consistent usage and vigilant stewardship are critical in order to effectively establish the CTE brand. By following the guidelines provided, users of the logo will help create awareness for CTE with key audiences that enhance its leadership position and underscore the value of CTE.

PURPOSE:

The purpose of this policy/guidance is to establish the “*CTE Learning that works for Wisconsin*” brand as the accepted Career and Technical Education brand for the Wisconsin Department of Public Instruction (DPI) and for the Wisconsin Technical College System (WTCS). The DPI and WTCS are official authorized users.

Obtaining the brand logo in Wisconsin requires state approval by filling out the user agreement online @ <http://www.careertech.org/resources/cteuseragreement.html>.

POLICY:

The “*CTE Learning that works for Wisconsin*” brand logo may be used on all appropriate CTE publications such as agendas and reports in accordance with the NASDCTEc Authorized User’s Guide for the CTE Brand.

The “*CTE Learning that works for Wisconsin*” brand logo may be provided to partners, schools, agencies or organizations at the discretion of the authorized user; but must use the brand extensions in accordance with section 1.5 of the Authorized User’s Guide for the CTE Brand which states, “*In order to protect the integrity of the CTE brand, the only brand extensions allowed are those provided for specific states. No other organization, entity, or public/private concern may substitute its name or brand for the work ‘America’ in the brand theme.*”

All authorized users who complete the User Agreement, will act to ensure the integrity of the brand logo by correcting any inappropriate use of the logo. Failure to do so by an authorized user may result in revocation of permission to use the brand logo and accompanying materials.